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JAN 27 1927

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 4. No. 358. Copyright, 1927, by Automotive Daily News Publishing Corporation NEW YORK, THURSDAY, JANUARY 20, 1927 Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., Under Act of March 3, 1879. 10 Cents. $12 per year

MOTOR EXPORTS FROM 6 STATES SHOW INCREASE

Activity Indicated in Reports for Third Quarter

Special from A. D. N. Washington Bureau

WASHINGTON, Jan. 19.—Exports of automotive products manufactured in Michigan, Ohio, Illinois, Indiana, Massachusetts and Connecticut showed substantial gains during the third quarter of 1926, according to a statistical report from states of origin made public today by the Department of Commerce.

Foreign shipments of passenger cars, valued at $25,824,584, predominated among all the shipments from Michigan during the quarter of the year under survey, the report shows. This item is followed in importance by exports of parts, except tires, valued at [illegible], motor trucks and [illegible] electric, valued at [illegible], and tractors and parts, valued at $2,583,208.

Total foreign shipments of Michigan products exported during the quarter amounted to $61,671,450,

(Continued on Page 2)

PAIGE-DETROIT SHIPPED 37,222 CARS DURING 1926

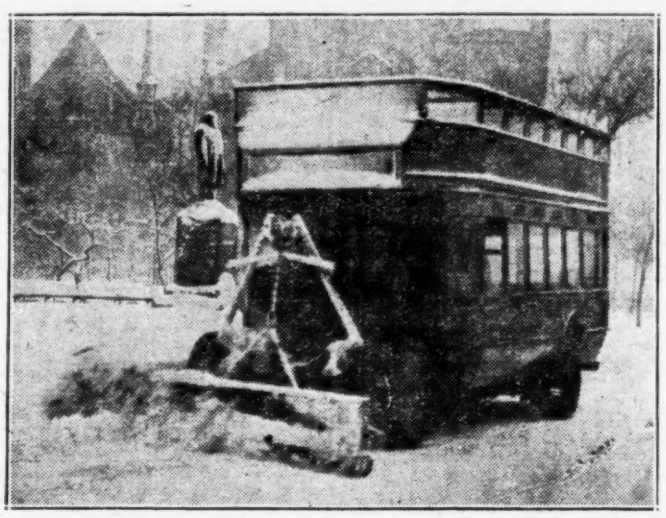
Detroit, Jan. 19.—Total shipments of cars by the Paige-Detroit Motor Car Company in 1926 were 37,222. This is the company's third best shipping record, having been exceeded in only two previous years, 1923 and 1925.

The 1926 total was 5.8 per cent. below the record of the preceding year but exceeded the 1924 record by 7.6 per cent.

OIL OUTPUT GAINS

New York, Jan. 19.—Domestic crude oil production in the week ended January 15 increased 1,150 barrels daily, averaging 2,391,000 barrels daily, according to the American Petroleum Institute.

KEEPING THE FAITH. While street cars were tied up in a recent Chicago snowstorm, the motor buses kept close to their schedules by using snow plows such as is shown on the Chicago Motor Coach Company bus below.



Michigan Dealers Will Hold Annual Convention In Detroit, January 26

Special A. D. N. Detroit Bureau

DETROIT, Jan. 19.—Wednesday, January 26, has been set as the date for the annual convention of the state automobile dealers. Members of the Michigan Automotive Trade Association will hold their seventh annual meeting that day as a feature of the Detroit Auto Show.

The gathering will be an all-day affair, starting at 10.30 in the Book-Cadillac with the business session. After luncheon, an educational session will be held and the annual banquet will be eaten in the grand ballroom in the evening.

Three speakers are scheduled to talk at the afternoon meeting, Howard J. Wisehaupt of Cleveland, sales engineer, who is to talk on "Sales Tactics"; B. G. Kother, director of the sales section of the General Motors Corporation, who talks on "The Windsor Plan," and M. D. (Doc) Graham of the merchandising staff of the Automotive Equipment Association of Chicago,

(Continued on Page Eight)

FIGHT TO BE WAGED BY A. A. A. ON COMPULSORY INSURANCE; SEEK UNIFORM VEHICLE CODE

By FRANCIS P. DAILY
Washington Correspondent

WASHINGTON, Jan. 19.—The American Automobile Association intends to press an aggressive campaign throughout the country this year against radical proposals for compulory automobile insurance.

A committee of five will have charge of the campaign, the main purpose of which will be to educate the public to the fact that compulsory insurance has nothing to do with the promotion of safety or the safeguarding of life or limb on the highway, and also to formulate a policy that will protect the victims of accidents without saddling all car owners with insurance.

Thos. P. Henry

These details of business transacted at the midwinter meeting of the board of directors of the A. A. A. were made public at national headquarters today.

The board went on record as opposed to adoption of a national drivers' license law for revenue purposes, but supported it in principle as applying to mental and physical examinations.

Steps were taken looking to the adoption of the uniform motor vehicle code, President Thomas P.

(Continued on Page 2)

C. F. DALY, vice-president of Durant Motors, Inc., who will sail Saturday for a tour of Mediterranean countries.

REO HAS 50% INCREASE IN ORDERS OVER 1926

Lansing, Mich., Jan. 19.—The Reo Motor Company now has booked 50 per cent. more orders than at this time last year, and has a maximum production scheduled for the next six months to take care of the demand for the new "Flying Cloud" passenger cars as well as the regular line of speed wagons and buses, the company announces.

FRANKLIN SHIPMENTS IN DECEMBER GAIN 41%

Syracuse, N. Y., Jan. 19.—Shipments of Franklin cars for the month of December, 1926, exceeded the record for December of the previous year by more than 41 per cent., John W. Lee, Jr., merchandising manager for that company, revealed here today.

Large Dealer Meetings Mark Philadelphia Show

Philadelphia, Jan. 19.—The automobile show has now swung into its stride, the official figures for attendance so far showing an increase over the corresponding days of the show in the record year of 1926, and the crowds are steadily gaining in size. It is regarded as probable that from now on the attendance will mount to no less an average than from 10,000 to 12,000 daily.

Important meetings are being held daily among dealer and distributor organizations, with the chief speaker usually a factory organization president, general sales manager, or other leading executive in motordom. C. W. Nash, head of the Nash Motors Company, in an address to the dealer organization of the Roberts-Nash Motor Company, whose president, J. G. Roberts, is head of the Philadelphia Automobile Trade Association, under whose direction the show is being staged, urged his audience, assembled at the Elks Home, to recognize the importance of the dealer's service to the owner. Mr. Nash warned them that there never had been a time when competition had surpassed that promised the next twelvemonth and that there would be no hope for the automobile dealer of any organization to stay in business long should he fail to place emphasis on service. Both factories and dealers, he said, must measure up to the very highest standards, or decrease in prosperity, if not fall irretrievably behind. Mr. Roberts was toastmaster, and other speakers were M. H. Pettit, E. H. McCarty and William Berrien.

C. W. Nash

E. L. Cord, president of the Auburn Automobile Company, in the course of an address at a banquet in the Lorraine Hotel arranged by the Teefy-Seitz Motor Company,

(Continued on Page Eight)

Big Year Predicted at Chevrolet Convention

Special from A. D. N. Washington Bureau

Washington, Jan. 19.—Following the close of the annual Chevrolet dealer convention here on Monday, 500 Chevrolet dealers departed for their homes in various parts of the Middle Atlantic section to inaugurate the 1927 sales campaign, which promises to show a 25 per cent. gain in Chevrolet business in this region.

R. H. Grant

Sales plans and sales promotion ideas, outlined during the course of the big meeting in the Washington Auditorium, were enthusiastically received by the Middle Atlantic organization, which promised to do even more than its share in helping the central organization attain its goal of 1,000,000 units this year.

With a greatly strengthened dealer organization in this district and the creation of a new sales zone at Richmond under the direction of E. E. Jones, R. H. Grant, general sales manager of the Chevrolet Motor Company, declared that the enthusiastic attitude of

(Continued on Page 2)

President Asks $65,000 to Aid U. S. Auto Trade Build Foreign Business

WASHINGTON, Jan. 19.—In their fight to gain and hold foreign markets, the American automobile manufacturers will be aided by the Federal government.

The government's intention to do this is disclosed with the transmission to Congress by President Coolidge of a budget request for a $65,000 appropriation which would be used for foreign trade commissioners to study methods of combating the increasing efforts of automobile makers abroad to get a better foothold in world markets.

The President's communication said that American manufacturers were expending all available resources to retain their foreign markets, but that Federal aid was required.

A. A. A. Will Fight Compulsory Insurance

(Continued from Page 1)

Henry being authorized to appoint five nationally known safety experts on the A. A. A. board of traffic safety and city planning.

The board adopted a resolution urging all state legislatures to clarify the laws relative to the confiscation of cars in such a way that innocent owners will not be penalized when vehicles are used for illegal purposes without their knowledge or consent.

Philadelphia was selected for the annual convention of the A. A. A. to be held June 16 and 17, Robert P. Hooper, a member of the executive committee, leading the fight for the Quaker City. The invitation was extended by the Chamber of Commerce and by the Automobile Club of Philadelphia.

Chevrolet Dealers Predict Big Year

(Continued from Page 1)

the dealers and the good business outlook should enable Chevrolet to again set a new record this year and to establish itself pre-eminently as the world's largest manufacturer of gear-shift cars.

Before leaving for Indianapolis, where the next big Chevrolet meeting will be held Thursday night, Mr. Grant again stressed the two-car-to-a-family trend, declaring that the increasing popularity of the idea should be a measurable factor in the increase in Chevrolet sales this year.

He emphasized the value of advertising in the sale of automobiles, and pointed to public confidence and good will as a most important determinant in the success of individual companies this year.

The Washington Chevrolet meeting was the second of a series of twenty-one like gatherings that will be held this winter from coast to coast. Indianapolis is third on the list, with the Detroit session following next week during the automobile show in the motor capital.

H. B. Hatch, manager of the Baltimore zone of which Washington is a part, declared at the close of the meeting here that every factor on the business horizon points to a considerable increase in Chevrolet sales in this zone during 1927. He called attention to the crowds that are every day in attendance in Chevrolet showrooms in Baltimore and Washington and to the great public interests in the new line, manifest on all sides.

CONNECTICUT TO TAKE UP MOTOR TAX BILL

Hartford, Conn., Jan. 19.—Paving the tax as personal property on the car at the time of registration was a measure defeated in a former session of the state Legislature. This bill was defeated on the last day of the session and the main reason was that the towns did not want it.

The idea of the bill was not to strip the towns of any of their constituted authority but rather to make certain that the car owner paid the personal tax on the car by forcing him to pay it at the time the car is registered. This is another matter that looms in the offing of legislative doings.

Exports by States Shown in Report

(Continued from Page 1)

compared with $57,898,526 in the third quarter of 1925.

Rubber tires and wheat predominated among the exports of Ohio products, the survey shows. Exports of tires amounting to $4,382,070 ranked in second place. Shipments of passenger cars were valued at $2,864,271, and parts totaled $2,009,227.

A wide variety of products were sent abroad by Indiana. Passenger cars amounted to $1,589,358; parts, except tires, $883,797, and automobile service appliances, $449,168, all showing gains over the same quarter of 1925.

Connecticut shipped $202,248 worth of tires and ball and roller bearings and parts totaling $216,775 among a large variety of manufactured goods. Massachusetts exported $597,865 worth of tires and $568,627 worth of automotive service appliances.

The only principal state manufacturing automotive goods that showed a decrease in total exports was Illinois. Shipments of passenger cars amounted to $291,618; parts and accessories, except tires, $475,959.

SCOTLAND YARD YIELDS TO 4-WHEEL BRAKES

Washington, Jan 19.—Scotland Yard, which has jurisdiction over all motor traffic in London, is expected to yield to the pressure for the use of four-wheel brakes, a report to the Department of Commerce states.

The British police have just announced that they will consider the application of any four-wheel braking system to licensed cabs and coaches. This is of especial interest, since Scotland Yard has held during the last few years that four-wheel braking was unsafe in the metropolitan area.

SPARKS from DETROIT

Taxing the Driver

* * *

William K. Prudden

* * *

Michigan Highways

* * *

Prosperity

Walter Boynton—Detroit Editor

DETROIT'S city revenues will be augmented by somewhere between $45,000 and $50,000 in 1927 by the imposition of a notarial fee of 25 cents on every applicant for license to drive a car. This will make about 99 per cent. of the notaries public in Detroit feel pretty gloomy; most of them fail to receive a penny for notarizing papers.

The proceeds from the fees are relied upon to cover the expense of operating the license bureau and leave enough of a surplus to build new precinct stations at the rate of one a year. It does seem as if the fee had been set at an amply large figure.

* * *

WITH the death of William K. Prudden in California, following a two years' illness, one of Michigan's pioneer manufacturers passed from the stage. To Mr Prudden's energy and foresight the city of Lansing is indebted for one of her most active industries, and the automotive industry owes him tribute as a pioneer maker of wheels.

Mr. Prudden founded the W. K. Prudden Wheel Company, and it was upon this firm as a foundation that the Motor Wheel Corporation was eventually formed. The original company, with the old Auto Wheel Company and the Gier Pressed Steel plant, and six plants in Southern states, making headquarters at Memphis, Tenn., form the Motor Wheel Corporation of today.

Like most of the automotive pioneers, Mr. Prudden was a trainer of executives. Harry F. Harper, president and general manager of the Motor Wheel Corporation, started at the sawdust pile in the Prudden factory and was a close associate of Mr. Prudden as long as the latter lived.

The Prudden activity dates back, of course, to the days of the horse-drawn vehicle. When the "bike" came into use for the racetrack, it spread all over the world, because of its lightness and strength and because trotting and pacing records could be made with it. Mr. Prudden made the wheels for the "bikes" and visioned a motor age. Like most pioneers, he met with ridicule. A few of his closest friends had faith—and Mr. Prudden lived to see the scoffers clamoring for a share of his prosperity.

Like many other automotive leaders, Mr. Prudden found time for many activities. The roads from Lansing to Detroit and from Lansing to Grand Rapids were fostered by him; he built important office buildings; was a founder of the American Savings Bank; gave Lansing the Prudden Auditorium. His name is recalled with respect as that of Michigan's fuel administrator during the World War.

* * *

Even with accident statistics a full calendar year behind there is a gruesome thrill in the 1925 figures, which show one death for every 923 registered automobiles in the United States. Total deaths were 21,627, and these do not include deaths from accidents in which automobiles were involved but only those resulting directly from the automobile itself New York had the unpleasant experience of heading the list, with one person killed for every 731 automobiles registered in the state.

* * *

MICHIGAN'S much discussed highway fund, which has been made the object of several sets of bookkeeping is now reported by the highway commissioner, Frank F. Rogers, to be in a healthy state, with assets of nearly $13,000,000 in excess of its liabilities.

The "weight tax" for the fiscal year ending June 30, 1927, is figured to produce $16,500,000, the gas tax $10,500,000, and Federal aid over $5,000,000. The state owes about $7,000,000 in rewards to the counties for road work, on account of accepted projects.

Upwards of $30,000,000 was spent on Michigan roads in 1926, and of this amount not a penny came from the general property tax. The department has about 350 miles of highway under contract for 1927 and at least 150 miles more will be added.

* * *

FORTY-ONE governors of the forty-eight are on record as saying that in their judgment 1927 will be a prosperous year. Florida reports that she will spend $16,000,000 for

(Continued on Page 8)

Real Merchandise *plus* Real Cooperation *brings* Real Success

Real Merchandise—two fast-selling sixes at liberal discounts plus *real cooperation* in advertising and retail selling lead to *real success* for the man who holds the Oakland-Pontiac Double-Profit Franchise.

No other manufacturer catering to the same quality field with two quality sixes offers such genuine assistance. No other franchise provides such marked opportunity for dealer success.

Get full information regarding the Double-Profit Franchise by writing Department G. Don't delay *for priority of application counts.* Write today!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

OAKLAND-PONTIAC

Double-Profit Franchise

NASH SERVICE CLINIC IS HELD

New England Dealers Represented at Boston Meet

Boston, Jan. 19.—The annual Nash service clinic is the important event today and tomorrow at the salesrooms and service department of C. P. Rockwell, Inc., New England distributor of Nash motor cars. An attendance of upward of 300 service managers, shop foremen and mechanics, representing all Nash dealers in New England, will be present at the session.

Service officials connected with the factory of the Nash Motors Company at Kenosha will superintend the meetings and will devote their time to giving practical and helpful instruction to the men relating to Nash service. This is a yearly event with this company, and those who attend do so at the personal invitation of C. P. Rockwell. It is a part of the complete service policy for which the company is famous.

CARIBOO HIGHWAY TOLL MAY BE $2.50 PER SEASON

Vancouver, B. C., Jan. 19.—The Automobile Club of British Columbia will request the provincial government to keep the toll on the new Cariboo Highway, through the Fraser Canyon below $2.50, according to a decision reached by the provincial board of directors of the club.

Although opposed to the principle of road tolls, the directors of the Automobile Club felt that, since the government was determined to charge a toll on the new road, it should be kept reasonable. They also are of the opinion that the $2.50 should cover a season's pass, and that each motorist driving over the highway should receive a distinctive emblem. This is the scheme adopted by the Dominion government on the Banff-Windermere Highway. It is believed that the government is in accordance with this plan, and that the Public Works Department is preparing an emblem.

DEALERS ORGANIZE AT HELENA, ARKANSAS

Helena, Ark., Jan. 19.—Local automobile dealers have formed an association and will hold meetings every week for the discussion of problems affecting the sale of cars in this territory. Sam W. Tappan, Buick dealer, has been selected as head of the association. R. H. Mott of the Mott Motor Company, Ford dealer, is vice-president. R. L. Brooks of the Brooks Motor Company, Chrysler deader, is secretary. There are twelve charter members or the organization.

LOSERS GIVE BANQUET

Bellefonte, Pa., Jan. 19. — The employees of the Decker Motor Company of Bellefonte with their wives and the employees of other Chevrolet dealers in the surrounding territory were recently treated to a turkey banquet at the Water Street Inn. The function was the outcome of a lively sales contest among the companies of which the Decker concern is Chevrolet distributor, the losing company entertaining the winners.

LECTURES TO CONTINUE

San Francisco, Cal., Jan. 19 (U. T. P. S.).—The regular monthly lecture courses of the Howard Automobile Company, which have held interest for San Francisco motorists for over six years, will be continued throughout 1927, according to an announcement made by Roy Douglas, superintendent of the company. These lectures have become practically an institution in San Francisco motordom.

TAKES HUPP LINE

Detroit, Jan. 19. — The Hupp Motor Car Corporation has appointed Brown-Guthrie Motors, Inc., South Tacoma, Wash., as Hupp dealer in that community.

BRANCH PROTECTS DEALER INTERESTS

Boston, Jan. 19.—J. C. Chick, New England branch manager of the Chevrolet Motor Company, announces the closing of the company's retail store at 27 Huntington Ave. and the service station at 1249 Boylston St. This act is in keeping with the company's policy of full protection to its dealers. Although the retail store has always been a more than profitable venture, officials of the company feel that its closing will strengthen and benefit the dealers of metropolitan Boston.

FORD CONTEST HELD

Olympia, Wash., Jan. 19. — Charles Manning of Roy, wearing the colors of the Wahlquist Motors, Yelm, Wash., Ford dealership, won the first prize of $100 in gold in the southwestern Washington Ford economy contest staged near Tenino, Wash. He ran 39.8 miles on a gallon of gasoline. Alfred Charlesworth of St. John Motors, Chehalis, won the second prize of $50. Third prize went to Clarence Lenhardt of Centralia Motors.

BRANCH CHIEF RESIGNS

Hartford, Conn., Jan. 19.—Robert M. Ruble, manager of the Hartford branch of the Firestone Tire and Rubber Company, has tendered his resignation, effective as of January 15. He is well known in tire circles throughout New England and announces no plans for the future. Under the Ruble managership Firestone business in this territory has assumed sizable proportions.

NEW REO DISTRIBUTOR

Evansville, Ind., Jan. 19.—Virgil M. Hughes, former manager of the General Chevrolet Sales Company dealership, has left that company to become manager of a new Reo distributorship here, plans for which are under way. He will be associated with A. Kerr, local cigar manufacturer. The new company, which will open about February 1, will be known as the Reo Motor Sales Company, and will supply twenty-eight counties.

ATHLETIC GROUP BUSY

Fort Wayne, Ind., Jan. 19.—The athletic association of the Fort Wayne truck works of the International Harvester Company has completed plans for a membership drive among the employees of the plant. The executive committee named to direct the drive is comprised of C. M. Harrison, F. A. Statz, A. H. Gardner, A. F. Haeger, J. D. Adams, C. J. Dillon, L. Kelly, J. Mitchell and J. Clark.

SALES PICKING UP

Hartford, Conn., Jan. 19.—From reports given out by various local dealers used car sales have picked up fairly well in the last week. On some of the standard lines, at least, it is announced the coming of new models has not had the effect of reducing the prices. Taken as a whole, the situation appears to be somewhat easier than it was a week ago. Inventories in many cases are still too heavy and every effort is being made to reduce them.

FORD BRANCH BUSY

Milwaukee, Jan. 19.—The Ford Motor Company here opened this week with a force of 450 men working five eight-hour days per week as the first step to increase production schedules, which slumped during the winter months just passed, H. M. Buckley, manager, declared. The output will be a little over 100 cars per day, and by February 1 the schedule will reach 200 per day.

LIGHT SALES MANAGER

Jacksonville, Fla., Jan. 19.—W. H. Light, formerly sales manager of the Oldsmobile Company of Tampa, West Coast distributor for Oldsmobile, has just been appointed sales manager of the Stanley Motor Company, Jacksonville Oldsmobile dealer. Mr. Light came to Florida from Cleveland, O.

ELECTED PRESIDENT

Tacoma, Wash., Jan. 19.—H. G. Schreiber, president and manager of Edward P. Leonard, Inc., South Tacoma Ford dealer, has been elected president of the Tacoma Automobile Dealers' Association.

New Miller Balloon Tire Designed To Increase Service and Mileage

Akron, O., Jan. 19.—Following the recent announcement of the Goodyear Tire and Rubber Company on its new balloon tire the Miller Rubber Company has formally announced a new Miller balloon tire, which is designed to eliminate fast, spotty tread wear, cracking of joints and inside friction and wear.

W. F. Pfeiffer

This tire has been tested by car users all over the country in the past six months, according to William F. Pfeiffer, general manager of the company. Such tests have conclusively proven the scientific correctness of the tire.

For the first time in tire construction, the tread on the new Miller tire reaches all around from toe to toe in one piece. All joints and hinges are eliminated and there is no chance of cracking.

The broad road-shaped contact surface of these new tires allows the tread to wear evenly regardless of the load. For this reason there will be no uneven, spotty wear which has been the outstanding cause of short balloon tire life, it is pointed out.

Another feature of this new tire is the fact that the whole tire flexes as a unit. In this way it resists the curb and rut jolts that ordinarily bring inside abrasions. The tire, when jolted, springs back to its normal shape immediately, leaving the one-piece tread and sidewalls, bead, cord and fiber secure and intact. Accordingly the inside friction and wear are eliminated, which adds miles to balloon tire life.

Over $2,000,000 was expended in developing this new tire, according to Mr. Pfeiffer, and the actual results six months use have shown give every indication that the tire will deliver wonderful mileage.

TRUCK COMPANY STARTS NEW FACTORY BRANCH

Rochester, N. Y., Jan. 19 (U. T. P. S.).—Construction has been started on the new factory branch of the Mack-International Motor Truck Corporation here. The new building will have a ground floor area of 38,000 square feet and will be one of the few factory-owned branches in the Mack organization, according to C. J. Auert, branch manager.

The branch will be completely equipped to handle all sales and service requirements of the territory, carrying a stock of parts valued at $80,000 and a complete line of machine equipment. The building is expected to be ready for occupancy by March 1.

FIRESTONE DISTRIBUTOR REPORTS BIG YEAR IN 1926

Tacoma, Wash., Jan. 19.—Retail sales of the Sullivan Tire Company, Tacoma, Firestone tire distributor for Pierce county and direct factory warehouse, during 1926 increased 27 per cent. over 1925. This is the fifth consecutive year that retail sales have shown a material increase, according to P. J. Sullivan, president of the concern, who states that total volume of business for 1926 was $236,519.47. This, however, he pointed out, does not include the Firestone wholesale business, also handled by the local concern, which, according to Sullivan, greatly exceeded the retail business.

TIRE DISTRIBUTOR IN WEST ADDS TWO STORES

San Francisco, Cal., Jan. 19 (U. T. P. S.). — Announcement was made recently by officials of the Morton Stores, Inc., distributor of the Oliver cord tires and Lexington batteries, of the opening of two new retail stores of the company in the San Francisco Bay district. These two new stores are at 1630 Market St., San Francisco, and 2000 Telegraph Ave., Oakland.

"With the opening of these two new stores in the San Francisco Bay district, the Morton Stores now have a total of thirty retail establishments scattered throughout California, in convenient locations," said A. Edmonston, San Francisco manager. "All of these stores operate on a unique credit merchandizing plan in that they do not require any down payment and offer the purchaser as long as six months in which to complete paying for his purchases."

NEW FIRM IN ALTOONA TAKES FIRESTONE LINE

Altoona, Pa., Jan. 19.—The W. B. Smith Tire Company, which firm includes Wilbert B. Smith and his father, J. W. Smith, both of Pittsburgh, is the latest addition to Altoona's automotive business family, and has been appointed distributor of the Firestone Tire and Rubber Company products in central Pennsylvania. The new concern has purchased ground for the erection of a modern business home, and has leased and occupied a two-story brick building as temporary quarters.

MICHELIN DEALERSHIP

Waco, Jan. 19.—Exclusive dealership for Michelin tires and tubes in central Texas has been taken over by Newman's Garage, owned by J. V. Newman, one of the best known garage men in central Texas.

for Economical Transportation

CHEVROLET

No other dealer group is so enthusiastic or optimistic as the Chevrolet dealer organization since they have been presented with the Most Beautiful Chevrolet.

At the new low prices, the value of these splendid cars is a revelation! Naturally, Chevrolet dealers anticipate another record-breaking year!

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Dealer Activities

PERSONNEL CHANGES IN EVANSVILLE DEALERSHIP

Evansville, Ind., Jan. 19.—J. S. Gossman of Terre Haute has just been appointed general manager and A. T. Reiver of Indianapolis sales manager of the General Chevrolet Sales Company, Chevrolet dealer, 4th Street and Blackford Avenue. Mr. Reiver, who has been connected with a Ford dealership in Terre Haute for several years, comes here from Indianapolis, where he has been sales promotion manager for the Chevrolet Motor Company, distributor.

CHANGE IN CHEVROLET SALES AT OTTUMWA, IA.

Ottumwa, Ia., Jan. 19.—Willard Bridgeman, for the last year and a half Chevrolet dealer here, has just taken over the franchise of Royal Espy of the Espy Chevrolet Company, 215 West 2d St., effective March 1, and will occupy the present headquarters of the firm. Mr. Espy will open a used-car salesroom at Washington and West 3d Street to handle his present accounts and in the summer will go to California, where the Chevrolet Company has offered him a Los Angeles county franchise.

NEW OAKLAND-PONTIAC DEALER SETS RECORD

Hartford, Conn., Jan. 19. — B. Arthur Richards, an associate dealer in Oakland and Pontiac, selling under the A. C. Hine Company, state distributor here, from November 1 to December 20 sold thirty-three new cars in his small territory. Mr. Richards, who started to sell cars only last May from a gasoline station and a barn for service, has just moved into a store.

TAKE OVER CHEVROLET SALES AT RAYMOND, WASH.

Raymond, Wash., Jan. 19.—J. W. Burford, local automotive man, has associated himself with B. C. Riley of Chehalis in organizing the Riley-Burford Motor Company, which has purchased the Meerdink Chevrolet Company from Al Meerdink and hereafter will conduct the Chevrolet dealership at Raymond. Mr. Burford came here four years ago when a Chevrolet dealership was established here as a branch of the W. D. Lord Chevrolet Company of Chehalis, and he remained in this city when Mr. Meerdink purchased the business. Mr. Riley has been associated with the Lord company at Chehalis for the last four years.

Improvements

NEW JONES-FINNEY HOME

Cleveland, Jan. 19.—The Jones-Finney Company, Lincoln distributor here, opened its new sales and service building with a display of Lincoln custom models and a reception. Thousands visited the new plant, which is one of the finest buildings along Carnegie Avenue's new Automobile Row. E. L. Jones, president, and A. A. Woodruff, general manager, presided at the opening. The company is occupying the four lower floors fo the building.

NUNNALLY COMPANY MOVES

Baton Rouge, La., Jan. 19.—The Nunnally Brothers Motor Company has moved from 301 Lafayette St. to 715-17 Main St.

DE BEAR IN NEW HOME

Philadelphia, Pa., Jan. 19. — A special dealers' meeting and luncheon was held to commemorate the formal opening of the new headquarters of the De Bear Motor Car Company, Broad and Poplar Streets.

IN NEW BUILDING

Mena, Ark., Jan. 19.—The Proctor Motor Company, Ford dealer here, is now housed in a new building, 140 by 115 feet, at Janssen Avenue and De Queen, Street. C. A. Proctor heads the firm.

BIG STUDEBAKER HOME

Columbus, O., Jan. 19 (U. T. P. S.).—The Winfield S. Jewell Company, central Ohio distributor for the Studebaker, has occupied its new showroom, service station and parts department at 611 East Broad St., removing from its former location, 246 North 4th St. The new showroom has 1,200 square feet of floor space. On a balcony overlooking the showroom are the offices and salesmen's quarters. The service station, consisting of two floors, comprises 15,000 square feet of space.

Hotel Empire

Broadway at 63rd Street
New York City

A new fourteen-story, fireproof structure containing every modern convenience and "servidor" service.

Capacity 1,034. The location is unique; subway, elevated, street cars, buses, all at door.

Rates, room, private toilet $2.50. Single room with bath, $3.50, double room with bath $5.

M. P. MURTHA, General Manager

Ample Parking Space

Compiled by R. L. Polk Company, Detroit, Mich.

NOVEMBER, 1926, NEW CAR

States.	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile	St
Alabama		304	15	34	1557	175	168		135	1	2430	5	1	85	21	4		2		Alaba
Arizona		60	2	1	198	86	63		13		189	2		14	6	5		2	4	Arizon
Arkansas		62	11	3	354	52	94		35		686	3		36	10	1	3	2	1	Arkan
California	37	1808	189	139	2380	1473	1096	1	446	20	3976	38	14	335	222	55	36	88	16	Califo
Conn'ticut	16	292	72	28	414	265	125	1	260	8	457	22	2	125	65	15	5	8	7	Conn'
Delaware		33	15	1	66	21	16		16	3	143	3		13	4	4		2		Delaw
Florida	5	272	35	5	534	178	146		113		1118	1		59	55	10	8	5	1	Florid
Georgia		148	16	2	434	70	67		47	2	665	5		30	18		3	5		Georg
Idaho		60	1	7	159	40	50		34		273			14	6	3		1	1	Idaho
Illinois	29	673	82	48	1215	411	319	3	192	7	1439	17	15	105	78	11	12	41	6	Illinoi
Indiana	18	249	15	17	875	219	146	6	153	1	1269	4	8	57	42	11	7		4	Indian
Iowa	2	137	6	8	1040	151	137		143		1317			32	12	6	1	3	1	Iowa
Kansas		132	8	7	379	156	94		92	1	939	3	2	52	11	3		2		Kansa
Kentucky	3	73	14	11	585	131	101		70	2	620	3	2	30	15	3		2		Kentu
Louisiana		172	30	9	448	117	135		66		1045	3		25	11	3	1	5		Louisi
Maine	1	57	9	1	88	36	27		47	3	165	3		17	9	4		1		Maine
Maryland		200	17	26	619	91	104		86	1	600	8		54	28	8	7	2	1	Maryl
Mass'setts	20	487	106	65	581	402	277		411	19	1190	41	4	168	83	34	15	18	9	Mass's
Michigan	6	670	79	37	1228	507	232	1	487	4	2042	7	1	203	40	14	9	5	2	Michig
Minnesota	5	166	10	12	947	173	134	1	134	1	1181	4	3	39	22	6	1	1		Minne
Mississippi	1	41	4	2	348	38	49		18		558			13	4			3		Missis
Missouri	3	278	29	27	1066	212	223	1	135	1	1608	15	12	48	46	6	5	8	1	Missou
Montana		21	6	8	59	23	9		16		87	3	1	5	2			1		Monte
Nebraska	1	261	7	5	606	152	168		65	1	1062		1	21	16	4	2	1		Nebra
Nevada		13	1		16	6	9		2		12			3	2					Nevad
N. Hampsh.	3	52	4	8	87	52	35	1	50	2	153	7		17	5	4	1	3		N. Ha
*N. Jersey	7	552	90	48	836	427	291	8	263	15	906	38	4	177	83	16	16	17	4	New J
N. Mexico		30	3		137	35	47		5	1	226			5	3	1				N. Me
New York	30	1313	204	166	2095	1122	627	8	762	22	2126	82	12	390	209	23	48	76	19	New
N. Carolina		290	17	7	1157	221	257		161		3098	1		111	8	3		5		N. Car
Ohio	17	452	71	108	1320	407	235	5	336	8	1709	23		144	87	86	30	14	20	Ohio
Oklahoma		290	19	3	1095	248	311		102	3	2326	4		50	71	4		5		Oklah
Oregon	7	143	8	7	345	157	129		78	1	650	6	3	26	16	16	3	4		Orego
Penn'vania	29	1102	114	179	2276	1008	563	8	449	24	2935	54	17	325	186	46	30	35	14	Penn'v
Rh. Island	2	81	11	11	98	94	47	3	36	2	117	5		23	5	2	2	3	2	Rh. Is
S. Carolina		38	2		384	17	70		32		958	3		12	5			2		S. Car
S. Dakota		41	1	3	216	60	39		15	1	326			8	12	5				S. Dak
Texas	7	623	61	21	2780	532	478		256	5	4081	12	2	121	80	2	12	10	2	Texas
Utah		40	5		78	32	15		28		134	1		13	4	1		1		Utah
Vermont		27	1	7	49	32	15		22		72	5		11	1	1				Vermo
Virginia		139	14	6	754	139	137	2	68		1374	2		40	35	11	1	1		Virgin
Wash'gton		121	4	5	239	163	72		66	1	343	5	2	25	18	5	2	2		Wash'
W. Virginia	5	74	13	11	233	83	67		32	6	399	3		17	23	3	9	6	1	W. Vi
Wisconsin	5	231	13	14	623	107	90	1	145	3	890	4	3	103	8	8	6	2		Wisco
Wyoming		27	3		68	23	18		4		69			5	2					Wyom
Dis. of Col.		79	21	2	175	58	42		92	1	245	6		33	8	5	1	10	3	Dis.
Total....	259	12454	1458	1109	31181	10224	7574	**50	6218	170	48209	451	109	3239	1697	401	276	404	119	Tot

*These figures are compiled from sales reports and differ slightly from registration figures. **Complete returns not in.

Compiled by R. L. Polk Company, Detroit, Mich.

DECEMBER, 1926, NEW CAR

State	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile	Stat
Arkansas		13	1		108	11	17		5		248			1	1					Arkans
Conn'ticut	4	117	22	15	233	121	59		107	5	147	15	1	81	18	4	1	1	4	Conn'ti
Florida	2	258	26	2	688	163	146		120	1	1227	9		81	43	7	12	13		Flo da
Idaho		12		1	46	9	15		7		63			4	2	2		1		Idaho
Illinois	21	485	90	36	865	348	184	6	186	6	990	22	10	108	71	11	18	65	7	Illinois
Kansas		18	2	1	147	30	22		26	2	267			12	3	1				Kansas
Louisiana		61	5	4	181	40	45		15		226	1		7	2	1		2	1	Louisia
Maryland		188	26	16	526	100	115	1	99	3	705	6		59	40	6	4	5	7	Maryla
Mass'setts	11	182	41	17	253	175	134		227	8	509	22	7	117	38	4	5	5	5	Mass'se
Missouri	3	240	27	24	673	166	144	1	122	3	997	13	11	57	25	4	2	2		Missou
N. Hampsh.		7	2	2	25	10	8		26		39	3		8						N. Han
N. Carolina		187	14	3	893	155	136		98	2	2111	6		71	4	2	1	1	1	N. Car
N. Dakota		4			32	7	1				55									N. Dak
Penn'vania	23	890	133	194	2458	907	587	10	717	42	3087	57	22	469	197	39	42	20	15	Penn'v
Rh. Island	2	45	6	4	46	27	24	1	25		54	4		16	1	1				Rh. Isl
So. Carolina		91	3	4	466	96	66		40		996	5		28	9	3		1	1	So. Car
Tennessee		102	9	7	435	84	128		60	6	552	6		21	14		1	4		Tennes
Utah		21	1		37	9	7		14		58			7	1	1				Utah
W. Virginia	1	7	3	1	31	8	7		2		51		1	2		1				W. Virg
Wisconsin		38	4	4	126	22	22		17	1	202			14		1	2	1		Wiscon
Wyoming		50	3	1	44	9	23		8		31		1	2	3	1				Wyomi
Dis. of Col.	1	69	18		131	37	61		83		225	3		33	25	5	2	4	15	Dis. of
Total....	68	3085	436	336	8444	2534	1926	19	2004	79	12840	172	53	1198	497	94	90	125	56	Tota

TO TAKE OVER CHEVROLET SALES AT MARSEILLES, ILL.

Cambridge, Ill., Jan. 19.—Chester Larson and Harry Johnson will take over the Chevrolet dealership in Marseilles, Ill., February 1. Mr. Johnson has been Chevrolet dealer here for several years.

QUICK TAKES OVER BUICK SALES AT CENTRALIA, WASH.

Chehalis, Wash., Jan. 19. — Harry B. Quick of the Harry B. Quick Auto Company, local Buick dealer, has taken over the Centralia Buick dealership from Phil D. Northcraft, who has moved to Olympia to engage in other business. Carl H. Jones, a former Centralian, but more recently of Seattle, where he has been associated with the Lamping-McDonald Motor Company, has been placed in charge of the Centralia dealership. Temporary quarters have been obtained at 110 North Pearl St., but the company is seeking permanent quarters where it will be able to offer mechanical service.

NEW CHEVROLET DEALER AT CORINTH, MISS.

Corinth, Miss., Jan. 19. — The Chevrolet dealership here has been taken by the Brewer Chevrolet Company, a new concern composed of George W. Brewer and J. C. Dickson.

Personal Items

WOOD IN NEW POST

Montreal, Jan. 19.—Percy J. Wood, who has assumed the position of retail sales manager of Eastern Motors, Limited, Montreal, was connected with the European automobile industry twenty-five years ago. In the intervening years he was associated with Darracq of Suresnes, Paris; also with S. F. Edge of Napier, Limited, London. For thirteen years he was associated with McLaughlin Motors of Montreal and was assistant manager for four years.

LOMATCH, GREGORY, RETURN

Evansville, Ind., Jan. 19.—Carl Lomatch, president, and Harold B. Gregory, secretary-manager of the Evansville Auto Exchange, Hudson, Essex and Stutz dealer, have returned from a visit to Indianapolis.

KIRCHNER BETTER

Youngstown, O., Jan. 19.—H. L. Kirchner, president of the Kirchner Motor Company and the South Side Business Men's Association, who has been critically ill for several weeks, now has a fair chance of recovery.

CONWAY IN NEW POST

Cleveland, O., Jan. 19.—Leo Conway, formerly retail sales manager for the North Ohio Motor Company, this city, has just been appointed to the sales force of the Lake Shore Motors Company, Chandler dealer, at Euclid and East 70th Street, according to William M. Heller, president of the company.

LEE MADE MANAGER

Scranton, Pa., Jan. 19 (U. T. P. S.).—Charles Lee, formerly with the Auburn Sales Company, has accepted a position with the Sandone Motor Company as manager of its Lincoln dealership at 601 Wyoming Ave. Mr. Lee has had fifteen years' experience selling automobiles.

Fire Losses

33 CARS DESTROYED

Philadelphia, Jan. 19.—Thirty-three automobiles, valued at $40,000, were destroyed in a fire which partly burned the garage of the Reed-McInery Company, 5671-5670 North Lawrence St.

Obituary Notes

JAMES ALBERT AULD

Columbus, O., Jan. 19 (U. T. P. S.).—James Albert Auld, vice-president of the D. L. Auld Company, manufacturer of metal stampings for automobiles and a line of accessories, died at his late residence January 10. He was 50 years of age, and had taken an active part in building up the company's business for the past twenty years. He is survived by his wife, two sons and two brothers. Mr. Auld was prominent in civic and Masonic affairs.

R REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Studebaker	Stutz	Velie	Wills St. Claire	Willys-Knight	Miscella-neous	Totals	State
Alabama		3	88	18	47	75	21	10	2	1	78	5	2	58	68	2			23	31	5469	Alabama
Arizona		3	34	5	21	30	14	8		3	13	1		34	55				10		876	Arizona
Arkansas	1	2	24	12	29	34	3	4		1	27		1	36	18				19	3	1567	Arkansas
California	23	75	826	255	216	326	185	91	68	31	299	62	17	371	830	38	24	9	302	113	16530	California
Conn'ticut	4	8	129	67	35	111	74	16	9	9	111	18		39	158	11	3	4	37	19	3049	Conn'ticut
Delaware		2	11	5	6	17	12	1	1	1	12	2		6	12				6	2	436	Delaware
Florida	5	5	100	42	34	86	57	13	10	4	79	1	2	24	82	1		3	44	3	3140	Florida
Georgia	1	1	52	8	19	24	8	1		1	22	1		4	28				9		1691	Georgia
Idaho			29	9	42	41	5	2	1		12	3		52	28		1		11	3	8881	Idaho
Illinois	13	48	215	119	77	185	96	26	19	21	194	23	2	107	167	23	17	7	103	60	6225	Illinois
Indiana	5	11	126	42	65	143	18	7	11	2	125	8	1	57	83	4	3		39	13	3364	Indiana
Iowa		5	57	8	23	88	14	2			54	3		117	36	2	15		24		3444	Iowa
Kansas	1	1	45	31	32	53	6	2	2	1	64	1	1	92	36				15	1	2265	Kansas
Kentucky		1	45	14	25	60	15	7	5	2	27	8		33	46				17	6	1976	Kentucky
Louisiana		5	104	21	33	58	10	3	5	2	42	4	1	21	43	5	1	1	28	1	2458	Louisiana
Maine	2		14	5	4	18	6	4	3	2	14	4		5	27		3		14	2	595	Maine
Maryland	5	4	95	17	18	53	18	3	23	10	55	2		44	45	4	1		28	17	2294	Maryland
Mass'setts	4	12	263	74	76	144	114	45	34	30	100	52	10	59	202	10	18	5	73	42	5297	Mass'setts
Michigan	5	6	160	99	93	191	80	30	19	2	246	13	6	87	158	5	1	1	43	16	6835	Michigan
Minnesota		4	57	47	35	117	16	10	2		105	8	1	71	70	1	6		46	11	3447	Minnesota
Mississippi	1		29	11	11	23	3				12	1		20	8				2		1200	Mississippi
Missouri	3	22	97	34	41	86	29	7	4	18	69	12	3	81	95	6	2	1	40	14	4388	Missouri
Montana		2	8	7	8	10	2				6	2	1	14	5					3	309	Montana
Nebraska			64	13	46	94	17	6			52	4	1	102	40	1	8	1	27		2849	Nebraska
Nevada	1		2				1	1	2		3			1	2		1		1		79	Nevada
N. Hampsh.	2		10	5	4	26	10	4			11	5		10	26				3	5	605	N. Hampsh.
New Jersey	8	21	346	82	57	184	135	37	29	28	162	21	9	82	268	14	17	9	156	10	5513	New Jersey
N. Mexico			6	2	5	18	4				15			20	12	1			8		584	N. Mexico
New York	21	49	747	136	125	449	334	77	101	91	265	44	4	146	643	32	28	17	268	41	12952	New York
N. Carolina	1	1	114	34	52	81	28	5	1	1	90	3	1	83	57	3	2	1	23	6	5923	N. Carolina
Ohio	6	66	259	132	159	266	98	47	76	21	178	17	16	77	199	10	10	20	119	45	6812	Ohio
Oklahoma		5	114	79	51	122	15	6	3	7	134	6		161	73	1			24	6	5338	Oklahoma
Oregon	1	2	70	34	50	98	14	7		1	74		1	85	54	2		1	49	4	2146	Oregon
Penn'vania	31	41	561	241	167	473	227	97	69	56	304	35	15	333	427	17	9	7	259	33	12736	Penn'vania
R. Island	1	3	31	10	9	23	19	5	5	3	13	9	2	10	36		3	3	19	7	755	Rh. Island
S. Carolina			5	3	14	17	1	4			23			9	12			1	4		1650	S. Carolina
S. Dakota			17	6	25	28	1	1			16	2		17	8				8	1	847	S. Dakota
Texas	9	25	237	38	86	242	55	5	15	16	123	19	10	187	160	11	8		85	3	10419	Texas
Utah		6	26	4	40	18	2	1			9	1		16	17		3		13	1	509	Utah
Vermont		3	7	5		14	9	4	1		8	1		2	16	2			4	1	320	Vermont
Virginia		1	55	20	22	72	20	4	3	1	51	2		66	71	2			20	12	3145	Virginia
Wash'gton		14	67	15	39	38	6	8			37	2	2	58	45	2	2		29	6	1443	Wash'gton
W. Virginia		1	48	14	29	30	8	9	2		33	1	2	52	30	1			9	7	1261	W. Virginia
Wisconsin		6	117	38	45	119	10	15	9	1	63	6	3	57	76	6	3	2	46	16	2894	Wisconsin
Wyoming			14	3	10	9	2	1	2		6			9	4	1			6		286	Wyoming
Dis. of Col.	1		43	13	13	25	30	6	17	4	22	7		2	34	1	2	6	11	1	1019	Dis. of Col.
Total	155	434	5572	1877	2038	4419	1852	642	553	371	3455	419	114	3016	4608	219	191	99	2124	565	158,328	Total

R REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Wills St. Claire	Willys-Knight	Miscella-neous	Total	States.
Arkansas			6		6	10	1			1	2			13	5				3		452	Arkansas
Conn'ticut	3	3	40	36	20	33	28	5	1	40	43	15		11	51	6	1		21	6	1288	Conn'ticut
Florida	6	4	85	52	29	82	42	7	5	5	87	7	3	28	70	1		2	31	3	334[illegible]	Florida
Idaho			6	1	10	9		2			7			14	2		1		3		217	Idaho
Illinois	15	19	163	83	67	114	103	26	25	18	96	38	2	72	107	26	12	15	110	35	4675	Illinois
Kansas	1		7	5	7	19	1				17	1		28	2				4		623	Kansas
Louisiana		4	40	6	7	16	5	1	2	2	25			7	14				6	1	72[illegible]	Louisiana
Maryland	3	3	86	31	22	64	23	3	11	6	65	7	3	36	47	4	8		23	13	2364	Maryland
Mass'setts	2	3	103	27	22	59	59	16	7	16	42	21	5	21	73	4	8		29	22	2299	Mass'setts
Missouri	6	49	65	20	38	58	48	4	4	13	56	4	8	58	61	4		5	41	13	3039	Missouir
N. Hampsh.			6	2	2	5	2			1	1			3	6				1	3	162	N. Hampsh.
N. Carolina		1	57	23	36	65	26	6	1		70	4		52	41	2	1		11	1	4082	N. Carolina
N. Dakota	1			2	4	8					2			3					1		120	N. Dakota
Penn'vania	25	61	521	276	203	449	177	95	68	43	365	42	29	333	451	12	18	13	322	210	13622	Penn'vania
Rh. Island		6	10	3	6	5	3	1	3	3	6	4		4	11		1		13	4	339	Rh. Island
So. Carolina	1		26	8	11	15	3	2			37			19	21	2			8		196[illegible]	So. Carolina
Tennessee		6	37	13	14	15	14	4		1	36	3		24	23	3			5	1	1628	Tennessee
Utah	1	1	41	1	14	8		1			3			3	11	1	2		6	4	223	Utah
W. Virginia			12	2	4	1			1		6			4	1				2		145	W. Virginia
Wisconsin	1	1	30	5	5	14	9	4			14	1	1	14	10	2	1	2	6	17	591	Wisconsin
Wyoming			10	5	9	3	2	1		1	10		2	16	7				5		252	Wyoming
Dis. of Col.	3	1	53	15	6	16	17	2	22	5	20	2		3	28		2		14	1	922	Dis. of Col.
Total	68	162	1374	616	542	1068	563	180	150	125	1010	149	53	766	1042	67	55	37	665	334	43,082	Total

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Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

Circulation—Net paid average 10,000 daily guaranteed.
A. B. C. Membership applied for.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, JAN. 20, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. **Telephone Trafalgar 4500**
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash. Philadelphia Office, 15th and Cherry Streets.

Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Worth 5730.
Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich., phone Empire 3500. Contributing Editor: John C. Wetmore.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, $12.00. Two years, $20.00.
Single copies, 10 cents.
Foreign subscriptions: One year, $15.00. Two years, $25.00.
Mail subscriptions to 1926 Broadway, New York, N. Y.

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Underground Bus Terminal

IN a tentative plan now before the Board of Transportation in New York city, there is made a suggestion for using one of the city parks, a small square bordering on 42d Street, as a terminal for motor bus lines. Under this suggested plan the park itself would not be disturbed, but the terminal would be cut out underground. There would be room for 300 buses, and during the evening hours part of the space would be available for the parking of private passenger cars. Fees paid by bus owners and car owners would provide for the maintenance costs and would establish a sinking fund to pay off the first cost of construction, which latter is placed at $1,000,000.

It is to be hoped that the plan will prove to be feasible and that the terminal may actually be built, because it would be an opening wedge for further experiments along this line. Traffic, and more particularly, the parking of vehicles, has even now outgrown a single plane of operation in all our big cities. Real traffic relief can only come with the separation of vehicular and pedestrian rights of way, and the first attempt to separate vehicles and people on foot is likely to be made in the matter of parking spaces.

Ten years from now there certainly will be no street level parking allowed in any city where congestion of traffic exists. By a widespread use of underground parking spaces this present evil can be done away with and the expense need not be overwhelming. Likely enough separation of moving traffic will come after underground parking has been proved to be an entire success.

But whatever steps we are going to take it should be remembered that every year that passes increases the ultimate cost of the cure. It would cost a staggering sum to make the traffic of such a city as New York two-plane or two-level, but the cost ten years from now will probably be twice as much as it would be today. Let us always bear in mind that permanent improvements made today almost pay for themselves in the cost they save over the expense of the same improvement a few years later.

An Important Decision

A DECISION was handed down by the Supreme Court of the United States the other day which has very real interest to automobile dealers.

The case was this: a minor bought a used motor car in deferred payments, giving his age as twenty-four years, although he was actually only twenty at the time of the transaction. He paid some $400 out of $600 due on the contract and then defaulted. The dealer repossessed the car to cover the unpaid balance.

Then after the buyer had reached his majority he disaffirmed the contract and demanded back the money that he had paid. After passing through the lower courts the case finally reached the Supreme Court, which has now decided in favor of the dealer.

In its decision the highest tribunal in the United States says in part: "It is against natural justice to permit an infant to recover money paid for the property without first compelling him to account for the injury which his deceit has inflicted upon the other person."

Now this is a fairly broad statement which may very well have an important bearing in many cases that involve automotive merchants. It is for this reason that we call it so particularly to the attention of readers of the Automotive Daily News.

CAR SALES IN FAR WEST GAIN

Totals in Four States Responsible for 1926 Showing

By JOHN C. WETMORE

Los Angeles, Jan. 19.—How the Far West fared in the sales of automobiles during the first eleven months of 1926 is well visualized by the comparative new passenger car registrations for this period in four important states, which in 1925 accounted for 92 per cent. of the motor car and truck registrations of the seven states of the Pacific Coast region (those of Idaho, Arizona and Nevada not being included) is set forth below:—

	1926	1925	Gain	P.-C. Gain
California	198,913	188,843	10,070	5.3
Washington	40,140	29,446	10,694	36.3
Oregon ..	32,993	28,482	4,511	15.8
Utah	11,192	10,899	293	2.6
Total...	283,165	257,670	25,495	9.8

Aggregate sales in the four states named were 7.8 per cent. of the total passenger car production of American factories. Their gain of 9.8 per cent. in sales is contrasted with a 5.1 per cent. factory output increase for this period.

Fourteen makes were credited with sales of more than 5,000 new passenger cars each, their comparative registration records up to the end of November being:—

	11 Mos. 1926	11-Mos. 1925	Gain over '25
1—Ford	80,466	67,521	12,945
2—Chevrolet	35,934	37,284	*1,350
3—Dodge	25,371	17,891	7,480
4—Buick	22,831	14,950	7,881
5—Chrysler	14,737	6,672	8,065
6—Studebaker ...	12,618	12,267	351
7—Nash	11,765	7,037	4,728
8—Star	11,340	17,370	*6,030
9—Essex	8,887	16,301	*7,414
10—Overland	6,914	7,504	*590
11—Hudson	6,538	11,381	*4,843
12—Oldsmobile ...	5,508	4,335	1,173
13—Oakland	5,440	3,740	1,700
14—Willys-Knight.	5,128	4,110	1,010

*Loss.

It will be noted that Ford's Pacific region percentage of gains in sales, which was 19 per cent., exactly equaled Ford's alleged percentage falling off in production of motor cars and trucks in 1926. This would seem to indicate that the Far West has been Ford's savior, though the ratio of Ford sales in the four states named is but 28.4 per cent. for this period. This, however, is better than Ford's 1925 ratio, which was only a fraction over 25 per cent., due to delay in deliveries of the new models in August and September.

While California's "to-date" percentage increases, except in September, dropped steadily from 43.6 per cent. in January, to 5.3 per cent. at the end of November, the decline being due in part to the normal lowering of their ratio of gains as the totals grew—a trick that percentages have—the Golden State's new passenger car merchants scored gains in eight of the eleven months of 1926 and made in January, (14,226), March (21,797), August (18,125), and September (19,849) new passenger car sales records for all time for these months.

Disaster, measured by comparisons with sales in those months of 1925, came in July, October and November, when dealers were up against the easy payment forced market of 1925, good and hard. Comparative losses seemed likely to continue in December (California's banner December with registrations of 18,529 in 1925, and also probable through January, February and March of 1927—an all-time sales record period for the Golden State. Incidentally new passenger car sales in southern California up to and including December 22, show a drop of about 40 per cent. from those of the same period of 1925.

From a comparative registration standpoint the Pacific Northwest far outstripped California in its percentage of sales increases over 1925, with a comparative gain of 26.2 per cent. for the eleven months' period of last year. Winding up with a 36.3 per cent. increase up to the end of November,

In the Accessory Field

TO GIVE COURSE

Jamestown, N. Y., Jan. 19.—William K. Cooper of the Salisbury Axle Company, manufacturer of automobile axles and accessories, will give a course of instruction for twenty-five local automotive factory foremen in Jamestown Senior High School in the near future. The course will be sponsored by the Jamestown Manufacturers' Association.

LAMBLA IN CHARGE

San Diego, Cal., Jan. 19.—George Toms of the Modern Machine Company has announced that Al Lambla has been placed in charge of the repair shop and mechanical department. Until recently Mr. Lambla conducted a shop of his own. The Modern Machine Company handles every phase of motor car repairing, overhauling and rebuilding, and Mr. Lambla will supervise all work that goes through the mechanical department.

SLIGH TO VISIT CHICAGO

Evansville, Ind., Jan. 19.—George B. Sligh, manager of the Automotove Electric Service Corporation, will attend the Automotive Electric Association exhibits and conference in Chicago, February 2 and 3.

BUYS BATTERY FIRM

Olympia, Wash., Jan. 19.—Mack O. Stevenson of Puyallup, Wash., has purchased the Valley Battery Company of Auburn from Ernest Severson. The company specializes in Willard batteries and Atwater Kent radios. Mr. Stevenson was associated with William Kemp in the battery business in Puyallup.

TO INCREASE STOCK

Olympia, Wash., Jan. 19.—Plans for considerably augmenting the stock of auto parts and accessories carried by the Olympian Auto Parts Company of this city are being formulated by Reuben Cohen, manager. Harry Richlen, owner, has just returned from an extended buying trip, during which he visited Chicago, Detroit, New York and many other Eastern cities.

Triplex

The glass that will not shatter means safety from flying glass.

A NEW "8"

completes the PAIGE

line of 20 charming body types and color combinations on 4 chassis in Sixes & Eights

at factory prices from $1095 to $2795 making a FRANCHISE Without Equal in the Industry!

DEALERS!

There are still desirable territories open for Paige distributorships. You may be among them. Good business suggests that you get complete details of the many money-making opportunities this franchise offers. Mail the attached coupon without delay!

features of the PAIGE *Franchise*

Wide line of twenty models on 4 chassis; Sixes and Eights; New low prices on many models; Extremely favorable finance plan; Strong company with liberal dealer policies; Extensive sales, merchandising and advertising assistance.

PAIGE-DETROIT MOTOR CAR CO.
Detroit, Michigan

Gentlemen:—

Without obligation, you may send me information about the Paige franchise.

Name _____

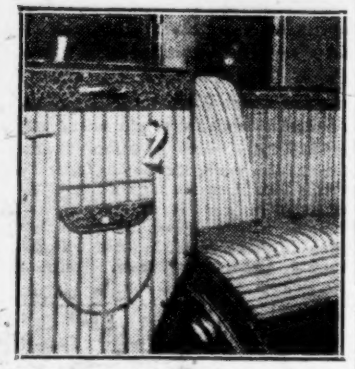
Address _____

(950)

New Automotive Equipment

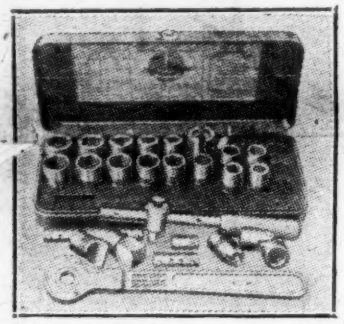
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

FANDANGO SEAT COVERS



To keep the upholstery clean a line of auto seat covers for practically all prominent makes of cars, models 1925 to 1927 inclusive, is manufactured by Roth & Schlenger, 29 William St., Newark, N. J. Each set consists of covers for seats, backs, side panels, door covers with large pockets and arm rest covers. Back covers of single front seats are cut to reach the floor and protect occupant against the feet of passengers on the back seats. The wearing edges of the covers are reinforced with Spanish art leatherette harmonizing with the cover material.

BETHLEHEM SOCKET WRENCHES



The Splitdorf Electrical Company, 392 High St., Newark, N. J., manufactures the new Universal "G" set of socket wrenches. The sockets are made of high-grade solid bar steel, broached and machined to S. A. E. limits, cyanide hardened, chamfered, knurled and tapered. The surfaces are copper oxidized and burnished to prevent rusting. Hexagon sockets fit all S. A. E. and U. S. S. hexagon nuts, while the square sockets (½, 9-16, ⅝ and ¾ inch) cover practically all requirements for square nuts.

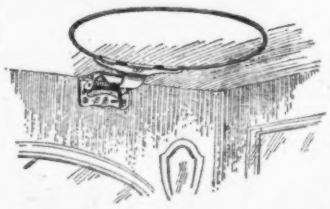
CHAMPION MONOGRAM LIGHT

A combined stop and tail light, with the name of the car make on a central glass plate set between the two lamps, is made by the Champion Lamp Manufacturing Company, 75 Crosby St., New York city. The makers state that this lamp conforms to the requirements of all state laws. Stop lenses are obtainable in red, green or amber. The lamp outfit is furnished complete with 21 c. p. bulb, wire and screws necessary for installation, and a switch guaranteed for the life of the car.

SCULLY SPRING PROTECTORS

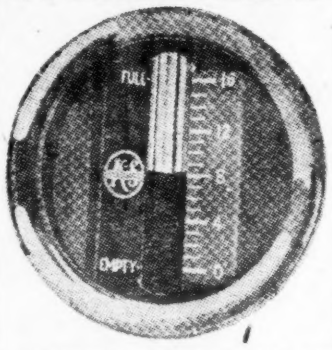
To assure constancy of interleaf friction in springs and keep them properly lubricated, as well as to exclude water, dust and grit, the entrance of which between spring leaves seriously affects the spring action, Scully spring protectors are manufactured by the Houde Engineering Corporation, Buffalo, N. Y., the makers of Houdaille hydraulic shock absorbers. These spring covers are made of a tough material specially developed for the purpose, which is grease and moisture proof. The metal clip caps assure close fit of spring protectors to springs. Scullys are made with as well as without lubricators.

SAFETY AUTO HAT RACK



Keeping a hat out of the way, clean and handy, is a matter of interest to most motorists. The Safety Auto Hat Rack Company, Inc., 41 West 4th St., New York, has designed the safety rack above shown which is mounted at any ceiling edge or the top rail of the windshield frame. Installation requires but a few moments. The racks are supplied with the screws necessary for mounting.

K-S GASOLINE TELEGAGE



The gasoline gauge made by the Walton - Pilgrim Company, Inc., 2400 Market St., Philadelphia, is simple and dependable. It is composed of a tank unit, an air line and a U-tube containing a red indicator liquid. In the degree as the gasoline tank is filled, the column of fuel exerts pressure on the air in the air line, which is communicated to the red liquid and raises it in the tube backed by the graduated dashboard gauge which shows the contents of the fuel tank in gallons.

RAINBOW SPOTLIGHT

Seattle, Wash., Jan. 19.—The Cooley Electric Company is increasing production of the Rainbow spotlight, with the appointment of the E. C. Bosselman Company as distributor for Washington.

New dealers are signing up fast with CHANDLER

SIMPLEX PLANS TO QUADRUPLE OUTPUT

Piston Ring Factory Enlarged; House Organ Issued

Cleveland, O., Jan. 19.—The steadily increasing demand for Simplex piston rings has obliged the manufacturers to enlarge their plants and to install several new departments. By the end of January the company will be occupying, it announces, more than an acre of floor space, or to be exact, 52,600 square feet, and its production will be quadrupled.

The new plant has one of the largest steel shelving bin installations in the country. A new research department, with complete equipment for making tests of motors, in actual or break-down service, is now in operation.

Paul F. Cropper, with many years of advertising experience, formerly with the Union Bank Note Company of Kansas City, has been appointed advertising manager of the Simplex Piston Ring Company of America, and announces the first issue on January 14 of a new house organ under the title of "The Simplex News."

DEVEER USING RADIO

Boston, Jan. 19.—Ashton Deveer, Inc., prominent distributor of automobile accessories and equipment in greater Boston, has entered the ranks of firms using radio broadcasting as an advertising medium. This firm sponsors a regular feature from WEEI, known as weather conditions and radio reception, and is given by E. B. Rideout, meteorologist. It is in connection with the monkey link repair for automobile chains, of which this company is the distributor.

Would you pay ten dollars for 20 years' Successful Experience?

11 Handy Booklets on

AUTOMOBILE SALESMANSHIP

Prepared under the direction of

J. H. NEWMARK

20 years Sales and Advertising Executive of leading Automobile companies

Endorsed by Manufacturers, Dealers, Salesmen, Advertising Managers and Service Men

440 PAGES OF VALUABLE SELLING HELP

Proven methods; profit-making sales helps; 20 years' successful experience for your constant reference.

Send $10 for the entire 11 Booklets

AUTOMOBILE BUSINESS BUREAU
250 West 57th Street, New York City

LOCOMOBILE 8-80

A new 8-in-line at $2850

f.o.b. Bridgeport

An important addition to one of the world's oldest and most important lines of fine motor cars.

Write for complete information.

LOCOMOBILE MODELS

"8-66"	"8-80"	"90"	"48," Series 10
$1785-$1895	$2850-$3065	$5500-$7500	$7400-$12000

LOCOMOBILE COMPANY OF AMERICA, Inc.
BRIDGEPORT, CONNECTICUT

Locomobile

Philadelphia Show Has Big Dealer Meetings

(Continued from Page 1)

local Auburn distributor, warned the dealers not to permit themselves to become too enthusiastic over their financial successes. So essential a part of an automobile organization are the dealers, he said, that poor business ventures and other missteps on their part are reflected throughout the entire industry. He also emphasized the necessity for the best possible service in the face of keen competition and of absolute fairness to the customer, which brings its own reward. R. H. Faulkner, vice-president and general sales manager for the Auburn Motor Company, presided at the dinner. Other speakers were Thomas Francis, Harrisburg; O. V. Cummings, New York; William D. Teefy, president Teefy-Seltz Motor Company, and Adolph Seltz, vice-president and treasurer of the same organization.

Willys-Overland Convention

L. G. Peed, general sales manager of Willys-Overland, Inc., presided over a convention of Willys-Overland dealers here today, which was attended by O. P. Kilbourn, assistant sales manager, other factory executives and Philadelphia dealers from the wholesale branch territory, as arranged by Nelson Beardsley, manager of the local Willys-Overland branch.

Visitors to the show are quick to remark the increased number of louvres on many cars, making them narrower, but providing ample ventilation for the motor; also the flair of the manufacturers for providing most of the cars with "hardware" in its natural metal color, such as nickel, copper, or brass, harmonizing with the prevalent nickeled radiator shells, bumpers and the like, as well as the increasing room in body construction, in the front compartment, and a better placing of the levers and instruments operated by the driver.

Attracting considerable attention are the novel displays of safety features presented by the Keystone Automobile Club, shown in a moving road scene, with miniature cars, and of the Automobile Club of Philadelphia, showing racing cars, one local and one foreign product, the latter claimed to be the smallest of its kind in the world, having a 95-inch wheelbase.

Business continues to be written at a lively pace in the car, accessories and shop equipment divisions of the show.

Iron, Steel Plants In New York Busy

Cohoes, N. Y., Jan. 19.—Reports from iron and steel plants connected with the automotive industry in this district show a slight falling off in production so far in January, although a majority of the plants are maintaining full time schedules with the regular working forces.

Announcement has been made that the Burden Iron Company, in South Troy, is planning to increase its facilities for the manufacture of steel products in order to keep its full force of 800 employees working steadily. F. A. Weymouth, recently appointed general superintendent, said that the firm would continue the manufacture of iron products regardless of the nature of the new products to be turned out. Mr. Weymouth assumed his new duties on January 1, after having been connected with the Bethlehem Steel Company for twenty years.

At Utica, the Empire Wheel Works has resumed full time operations after the yearly inventory. The firm, under the supervision of J. E. Jones, has embarked in the manufacture of motor truck wheels with a demand which has reached state-wide proportions. The repair departments are also kept busy.

At Glens Falls, the T. R. C. Electric Corporation, designers of automotive motors, has been incorporated with increased capital to care for expansion plans. The firm caters to a large trade from the automotive industry and only recently was forced to obtain a larger plant.

Michigan Dealers To Meet Wednesday

(Continued from Page 1)

on the subject: "Merchandising Opportunities." All three men are known as practical, aggressive sales organizers and what they have to say should be heard with interest.

C. F. Ketterling, head of General Motors Research, will be the principal speaker at the evening banquet. He will visualize for the members the mechanical development of the automotive unit, past, present and future. Mr. Ketterling is one of the best known and most individual figures in the industry, to which he has made some important contribution of a mechanical and an electrical kind.

SPARKS

(Continued from Page 2)

paved highways, California is building more good roads, and Virginia reports that good roads are proving a definite impetus toward increased prosperity.

Montana announces a program of highway improvement and the paved road building program is under way in Georgia. North Carolina is hard at work on a program to build 6,200 miles of road, and Idaho highways are being extended. Good roads in Missouri are making the state increasingly prosperous. Alabama's highway building program is to be continued and Illinois will build another 1,000 miles of highway. South Dakota reports prosperity from tourists who travel on good roads.

MECHANICAL
BENDIX 4 BRAKES.
FOR SAFETY

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Low	Div.		Sales	High	Low	Close	Net Change
11¼	9⅛	....	Advance Rumely	600	10½	10½	10½	....
10¼	9	....	Ajax Rubber	14,900	10½	9⅞	10⅛	+ ⅝
90	88⅞	6	Allis-Chalmers	400	91	89½	91	+ 1⅝
17⅛	16⅛	....	Am. Bosch Magneto	300	15⅞	15½	15½	— ½
25¼	25¼	2	Am. Chain, A	100	25¾	25¾	25¾	+ ¼
10	7¾	1	Am.-La France	1,100	9¼	8⅞	8⅞	— ⅛
30⅝	28⅝	3	Briggs Mfg. Co.	2,400	29¼	28⅝	29	— ⅝
11	8⅛	....	Chandler Motor	300	10	9⅞	9⅞	— ⅛
24½	21⅝	3.50	do pf	1,000	22⅞	22	22	— 1
130⅝	120½	7	Chicago Pneu. Tool	200	104⅞	104½	104½	— ½
43½	40¼	3	Chrysler Corp.	26,800	41	40¼	40⅞	+ ⅛
105	103	8	do pf	600	105	104½	105	+ 1
13¾	12½	.80	Continental Motors	2,600	12⅝	12½	12½	....
27½	23⅞	....	Dodge Bros. A	8,500	24⅞	23½	24⅝	+ ⅞
83⅝	81½	7	Dodge Bros. pf	1,100	83½	82	82	— ⅝
25⅞	24½	2	Eaton Axle & Spring	500	24⅞	24⅞	24⅝	....
79½	75½	6	Electric Stor. Battery	3,200	77	76	76½	+ ½
7⅞	7⅛	....	Emerson-Brant act	200	7⅝	7⅝	7⅝	+ ⅝
30⅞	26½	.80	Federal Motors	400	28½	28¼	28½	....
17¼	16⅝	....	Fisk Rubber	800	16⅝	16⅝	16⅝	— ⅛
86¾	81	7	do 1st pf	200	84	84	84	....
31½	29⅛	3.50	Gabriel Snubber	400	30	30	30	— ¼
7¾	7½	....	Gardner Motor	200	7	7	7	....
155⅞	147⅝	7	General Motors	7,800	148¼	146½	147⅝	....
122	120¼	7	do 7s pf	200	121⅝	121⅝	121⅝	+ ¼
21¾	19	2	Glidden Co.	800	19	18⅞	19	— ⅛
48½	42¾	4	Goodrich Co.	1,800	47	46¼	47	+ ¼
100¾	99¾	7	Goodyear T. & R. pf	200	100¼	100¼	100¼	— ¼
20	18¼	3	Hayes Wheel	400	19⅝	18½	19	+ ¼
59½	49	3.50	Hudson Motor Car	4,800	50	48¾	49⅞	+ ½
23¾	21	1.40	Hupp Motor Car	800	21¼	21⅛	21¼	+ ⅛
22½	19⅝	....	Jordan Motor Car	1,500	19½	18½	18⅝	— ⅛
11½	10	....	Kelly-Springfield	1,300	10¼	10	10	— ⅝
48	48	....	do 6s pf	100	47	47	47	— 1
85	80¾	6	Kelsey Wheel	200	80	79½	80	— 1¾
7½	7	....	Lee Rubber & Tire	100	7½	7½	7½	+ ¼
97½	91	6	Mack Trucks	10,400	92½	92⅛	92¼	— ¼
104	103	7	do 2d pf	100	102	102	102	— 1
29½	27	2.50	Marlin Rockwell	300	28	28	28	— ⅛
36	32⅝	2	Miller Rubber	800	33⅞	33	33⅞	+ ⅞
12½	11	....	Moon Motors	400	11	10¾	10¾	— ⅝
35¾	34⅝	3.60	Moto Meter A	1,500	34½	34	34	— ⅝
24¾	20¾	2	Motor Wheel Corp.	400	22	22	22	+ ⅝
73½	65¾	4	Nash Motors	3,400	67⅝	66½	67¼	+ ¼
4¾	4¼	....	Norwalk T. & R.	200	4½	4½	4½	— ⅛
14⅝	13⅛	....	Omnibus Corp.	200	17½	17½	17½	....
36⅝	34⅞	2.90	Packard Motor Car	2,100	34⅞	34¾	34¾	....
11⅞	11	....	Paige-Detroit Motor	700	11	10¾	11	....
32	28	....	Peerless Motor Car	400	28	27¾	28	— ½
22⅞	19⅛	....	Pierce-Arrow	4,000	19⅝	19½	19⅝	+ ⅝
102½	85	8	do pf	1,300	87	86⅝	86½	— ⅛
23½	21⅝	....	Spicer Mfg. Co.	300	22½	22½	22½	....
67¾	64½	6	Stewart-Warner Speed.	1,200	65	64⅝	64⅞	....
51	47⅞	6	Stromberg Carburetor	200	50	50	50	— ⅛
56½	53¾	5	Studebaker Co.	8,200	53⅞	53¼	53⅜	— ¼
84¼	78	5	Timken Roller Bear.	14,200	84¼	81¾	83¼	— ⅛
62½	57⅝	....	U. S. Rubber	4,900	59½	58½	58⅞	— ¼
110	107⅝	8	do 1st pf	300	109¾	109⅝	109¾	....
57¼	55½	4	White Motors	800	55¾	55¼	55½	+ ¼
24	21⅛	....	Willys-Overland	10,100	21½	20⅝	20⅞	— ¼
95	91	7	do pf	100	92½	92½	92½	....
29⅞	25	.75	Yellow Truck & Coach	29,800	27¼	25½	27	+ 1⅜
99	94	7	do pf	200	95½	95	95	....

NEW YORK CURB MARKET

86	69	5	Auburn Auto	2	81	81	81	+ 1
10⅝	10	.60	C. G. Spring	100	10¼	10¼	10¼	— ⅛
19	19	....	Doehler Die Casting	200	19	19	19	....
7½	6⅝	....	Durant Motor	500	6¾	6½	6⅝	....
99¼	99	7	Firestone pf	400	99¾	99⅝	99¾	+ ½
422	410	10	Ford Motor of Canada	20	412	412	412	....
31⅞	29⅛	....	Goodyear Tire	100	30	30	30	+ ¼
61½	57⅝	....	Johns-Manville new	1,500	57⅛	56	56¼	— 1¼
117¼	114⅝	....	do pf new	350	117	116½	116½	....
62	47⅝	4	Marmon Motor	500	58	57	57	— 4⅝
22	18½	....	Splitdorf Bethlehem	100	19	19	19	....
40¼	40	1	Stromberg Carburetor	100	40	40	40	— ¼
17¾	16¾	....	Stutz Motors	1,500	15½	14	14¾	— ⅞
31½	29	2	U. S. Light & Heat	100	31	31	31	— ⅛
7½	7⅛	.70	do pf	800	8	7¾	8	+ ¼

CHICAGO

Sales		High	Low	Last
2700	Auburn Auto	81	79½	80
450	Bendix Corp.	37¼	37	37
4900	Borg & Beck	55½	53	54¼
100	Cont Motors	12½	12½	12½
100	Hupp Motor	21	21	21
550	Pines Winterfront	45	43½	43½
225	Reo Motor	22	21½	22
175	Stewart-Warner	65½	64¾	65
300	Vesta Battery	30¼	30⅛	30⅛
3000	Yellow T & C B	26¾	25½	26½
300	Yellow Taxi	45½	44	44¾

DETROIT

100	Bohn Aluminum	14⅞	14⅞	14⅞
100	C G Spring pf	9	9	9
200	Federal Motor	28¾	28¼	28¼
20	Ford of Canada	412	412	412
361	Hall Lamp	8	8	8
350	Motor Wheel	22½	22⅛	22¼
923	Reo Motor	21⅝	21⅝	21⅝

CLEVELAND

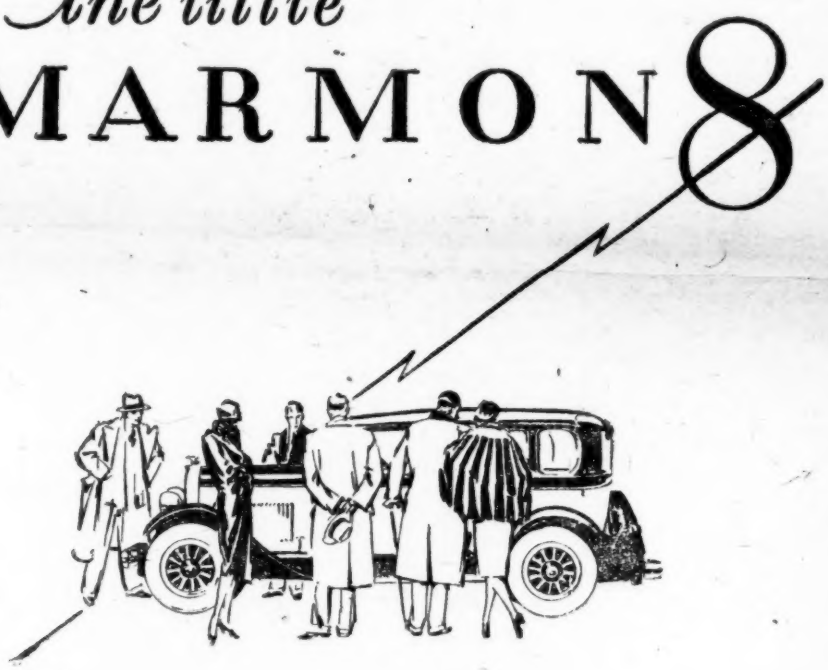
	Bid	Asked
Firestone	116	118
do 6s pf	100	...
do 7s pf	98½	99½

(The above tables show Tuesday's automotive stock movements, complete.)

AMERICA'S FIRST TRULY FINE SMALL CAR

the little

MARMON 8



Ask Anyone

who was in New York from January 8 to 15th how the little Marmon 8 and the complete Marmon line of fine cars was received by the public. Then ask yourself if you are prepared to enter 1927 with the kind of an automobile that the well-informed buyer is going to demand.

Appointments with interested dealers and distributors now being made at the factory and the Chicago Automobile Show, January 29 to February 5.

MARMON MOTOR CAR COMPANY
INDIANAPOLIS, IND.